WINSTON SELECT B1G1F PROGRAM

Low Volume 75 cpw or less

Promo Dates:	4/1/95-4/30/95
Promotion:	4 Carton Winston Select Display (2 ctns live)
Packing:	1 Plain White Carton Winston Select Filter King 1 " " " " " Filter Box 1 " " " " " Light King 1 " " " " " Light Box
Consumer offer:	Buy 1 Get 1 Free

Direct Account Responsibility:

- Sell To Low Volume Calls 75 Cartons or Less
- Blackline all packs
- Pack loose B1G1F 2 pack units into 40 pack shipper unit with point of sale kit.
- Affix "Buy 1 Get 1 Free" star burst from point of sale kit to front of display.
- Before sending out any displays advise RJR when **all** displays have been assembled so that payment can be approved (call 1-800-757-8255 voice mail box #48795).
- Sell a maximum of 1 display to each low volume store 75 cartons per wk or less
- **Supply RJR a list** of stores where displays are sold by 5/26/95.
- Failure to adhere to these guidelines will result in termination of future programs.

RJR Responsibility:

- Order promotional product.
- Verify product has been Blacklined and Packed
- Pay packing and shipping allowance for displays sent to retail of $2.50 per display.
- Pay packing and shipping allowance for displays sent to retail of **$3.50 per display if packing of all allocated displays is completed within 1 week after received** (see attached).
- Pay packing and shipping allowance for displays sent to subjobbers of $1.00 per display.
- Pay packing and shipping allowance for displays sent to subjobbers of **$2.00 per display if packing of all allocated displays is completed within 1 week after received** (see attached).

Any questions please call.

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Source: https://www.industrydocuments.ucsf.edu/docs/zmhn0000

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Consumer offer:	Buy 1 Get 1 Free

Subjobber Responsibility:

- Sell To Low Volume Calls 75 Cartons or Less
- Sell a maximum of 1 display to each low volume store 75 cartons per wk or less.
- **Supply RJR a list** of stores where displays are sold by 5/26/95.
- Failure to adhere to these guidelines will result in termination of future programs.

RJR Responsibility:

- Order promotional product.
- Verify product has been Blacklined and Packed
- Pay shipping allowance for displays sent to retail of $1.50 per display.

Any questions please call.

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Source: https://www.industrydocuments.ucsf.edu/docs/zmhn0000